

Sub B¹ 38. The method of claim 35 wherein the content to be accessed by the user comprises text.

39. The method of claim 35 wherein the content to be accessed by the user comprises video.

40. The method of claim 35 wherein the content to be accessed by the user comprises sounds.

41. The method of claim 35 wherein the content to be accessed by the user comprises images.

42. The method of claim 35 wherein the content to be accessed by the user comprises movies.

43. The method of claim 35 wherein the processing environment through which the content is accessed by the user comprises a television tuner for receiving television signals that carry the content.

44. The method of claim 35 wherein the processing environment is a computer application program or a communication channel between an operating system residing at a user's computer system and the computer application program.

45. The method of claim 35 wherein monitoring content comprises monitoring information related to the originator of content.

46. The method of claim 35, wherein the step of receiving input from a user comprises receiving directly from the user information about content that the user wishes to control.

Sub B7

47. The method of claim 35, wherein the step of receiving input from a user comprises observing information relating to the user and generating content preferences based on these observations.

48. Software in a readable medium comprising instructions for causing a processor to perform the following operations in a processing environment in which content may be accessed:
receive input from a user;
monitor content in the processing environment to be accessed by the user;
determine whether monitored content corresponds to a predetermined advertisement;
if the monitored content corresponds to the predetermined advertisement, select a selected advertisement, based on the user input, for incorporation into the content; and
cause the content to be accessed by the user with the selected advertisement incorporated therein.

49. A method of controlling content in a processing environment in which the content may be accessed, the method comprising:
receiving input from the user;
monitor content in the processing environment to be accessed by the user;
determining whether monitored content would direct the user to a predetermined advertisement; and
if the monitored content would direct the user to the predetermined advertisement, selecting selected content, based on the user input, and causing the user to be directed to the selected content.

50. The method of claim 49 wherein the predetermined advertisement is one of a plurality of items of content from which the selected content is selected.

51. Software in a readable medium comprising instructions for causing a processor to perform the following operations in a processing environment in which content may be accessed:
receive input from a user;

Applicant : Frank David Serena
Serial No. : 09/507,967
Filed : February 22, 2000
Page : 4

Attorney's Docket No.: 11423-002001

Sub B7
monitor content in the processing environment to be accessed by the user;
determine whether monitored content would direct the user to a predetermined
advertisement; and
the monitored content would direct the user to the predetermined advertisement, selecting
selected content, based on the user input, and causing the user to be directed to the selected
content. —

In the drawings: ^{see} paper no. 9

Please substitute the enclosed FIG. 9 for the corresponding page filed with the
application. FIG. 9 has been amended to include the references numbers mentioned in the
detailed description on pages 10-11.